Autotrader.Com Appoints Scott Tracy as Director of Marketing

AutoTrader.com, the world's largest automotive marketplace, today announced the appointment of Scott Tracy to Director of Marketing. In his new role, Tracy will oversee the development of product marketing plans. He reports to Clark Wood, vice president of marketing.

(Logo: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO)

Tracy brings with him a wealth of marketing knowledge and experience, having worked in several positions at the Nabisco Biscuit Company, including Customer Marketing Manager, and, most recently, as the Director of Marketing for the Southeast Business Unit of the Pepsi Bottling Group. He holds a Bachelor of Science degree from the University of Florida.

"Scott is a seasoned marketing professional with impressive consumer marketing experience," said Clark Wood, vice president of marketing, AutoTrader.com. "We know he will assist AutoTrader.com in further building our brand and in keeping the company top of mind nationwide, so that we continue to provide the best value proposition in automotive advertising."

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location more than 2.5 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 8 million unique visitors every month. Through innovative merchandising products such as multiple photos and auction-style listings and comprehensive search functionality, AutoTrader.com unites buyer and seller online -- dramatically improving the way people research, locate and advertise vehicles.

AutoTrader.com is a majority-owned subsidiary of Manheim, the world's leading provider of automotive services to commercial sellers and automobile dealers. Manheim is a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., and AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

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